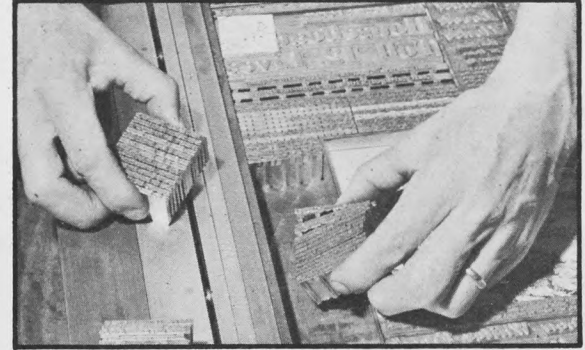
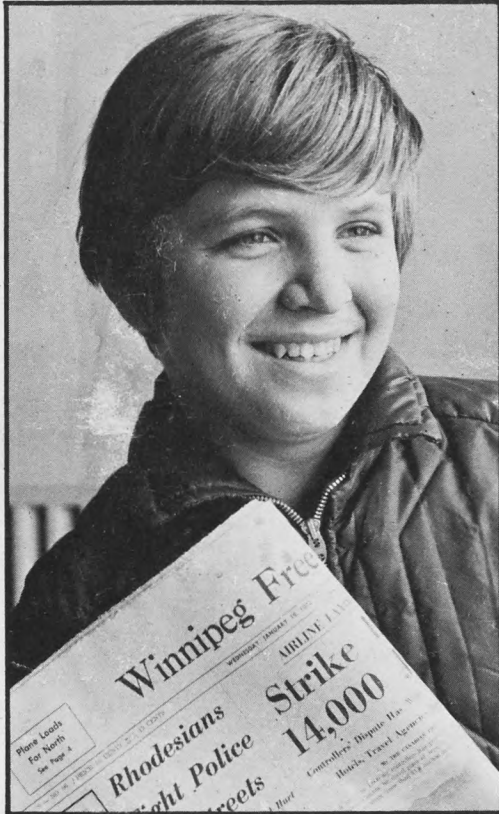


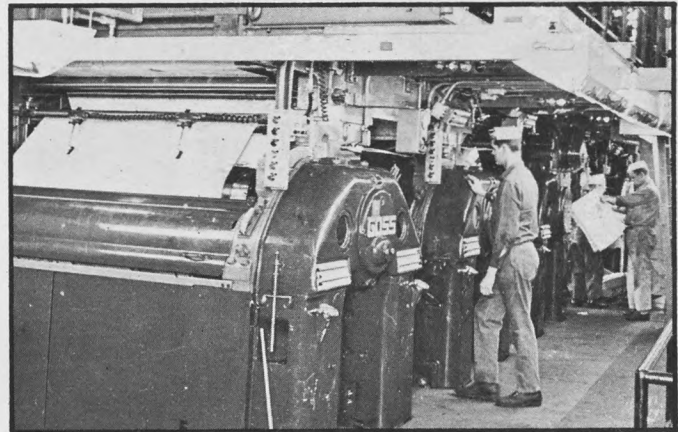
THE PICTURE STORY OF THE...

Winnipeg Free Press



Publishing
Since...

1872



WELCOME TO THE FREE PRESS...

HISTORY of NEWSPAPERS 1

Where and when did the first daily newspaper come into existence? One of the earliest publications appeared in Rome around 69 B.C. It was a primitive news sheet and was posted daily in public spots around the city.

Marco Polo returned to Europe from the Orient with the idea of the court gazette, thought to be the oldest continuing newspaper in history, since it did not disappear in China until the 20th century. GAZETTE, however, is an Italian term. In an Italian province in 1566, accounts of a war were printed in a news bulletin. If the people wished to buy a copy of the news sheet, they paid a small coin called a GAZETTA.

Before printing and publishing as we know it came into existence people of Europe were informed by travelling ballad singers.

The first sign of a newspaper resembling today's variety appeared in Germany in the 1500s. Then in the 1700s more or less regular newspapers sprang up in Germany, Austria, The Netherlands and then Italy. Travelling Germans inaugurated most of them, and

deserve the major credit for the growth of the modern newspaper in Europe.

The English tradition of freedom of the press came after the revolution of 1688, repealing strict printing laws and giving journalists more freedom for writing.

The birthplace of the American press was the Massachusetts Bay Colony in New England. The first successful newspaper didn't appear until 1740, some eighty years after the Bay Colony was established.

As newspapers became larger, advertising became more important as a source of income. At the same time, the move toward editorial independence caused the news dispensing function of the newspaper to become more important. Then came a great new development in the history of journalism — wire services. Set up on a national, then international scale, wire services could gather and report all the world news. for the first time, the reader was in close and immediate touch with events outside of his town, city or region.

2 The Free Press YESTERDAY

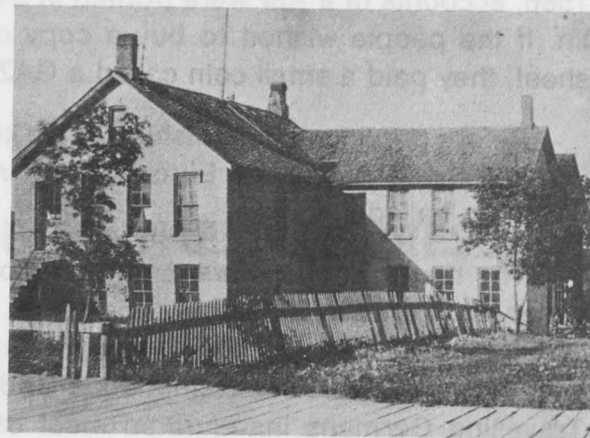
The Winnipeg Free Press has been known as Western Canada's leading newspaper since 1872 when it began as an eight-page weekly. Historically speaking, the newspaper commenced publication a full year before the settlement known as Winnipeg actually became a city.

Originally an ancient hand press turned out four pages at 200 pages per hour, but this was speed enough to meet the circulation of that day which was under 500. On July 6, 1874, the daily Manitoba Free Press came into existence, the only daily west of Toronto. The cost was 25 cents a week delivered to the 900 buildings and homes of the new city of Winnipeg.

As the city of Winnipeg expanded, the Free Press kept in step with progress in the 1880s and the gay '90s. It became a morning paper in 1881, and in 1889 the Free Press began to print an evening edition which was called the Evening Free Press.

The newspaper became known as the Winnipeg Free Press in December of 1931 and the name of Manitoba Free Press faded into history.

There were several changes of premises for the fast-growing paper in the early years, with moves taking place in 1882, 1900, and

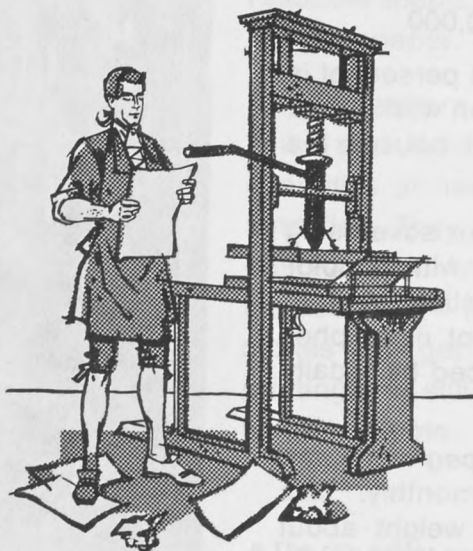




1905. Finally, in 1913 the newspaper settled to the present location at 300 Carlton Street.

Presses, which are the heart of the newspaper, also were changed with progress. The 10-unit Goss was installed in 1931, the seven-unit Scott press in 1955 and a seven-unit Goss in 1966. These press installations were necessary to keep pace with increasing circulation and size of papers.

There was also a time when the Free Press was in the radio business. The newspaper started the first radiophone-broadcasting station in the province in 1922, Station CJCJ.



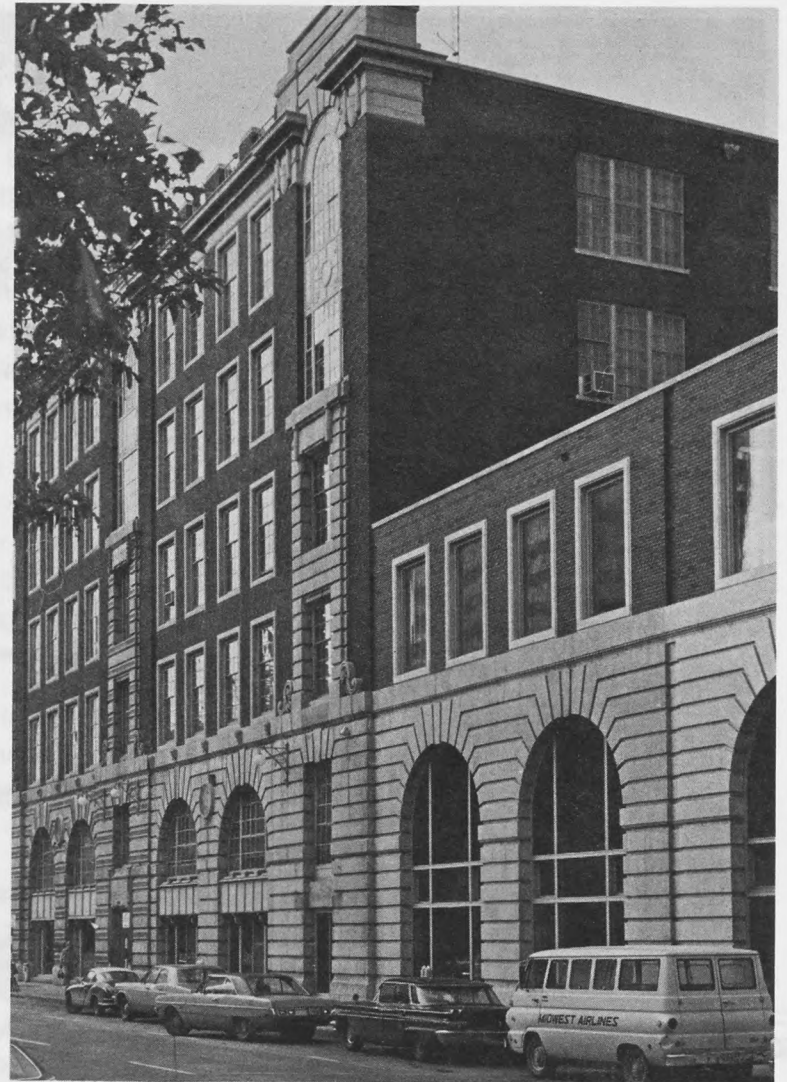
3 The Free Press TODAY

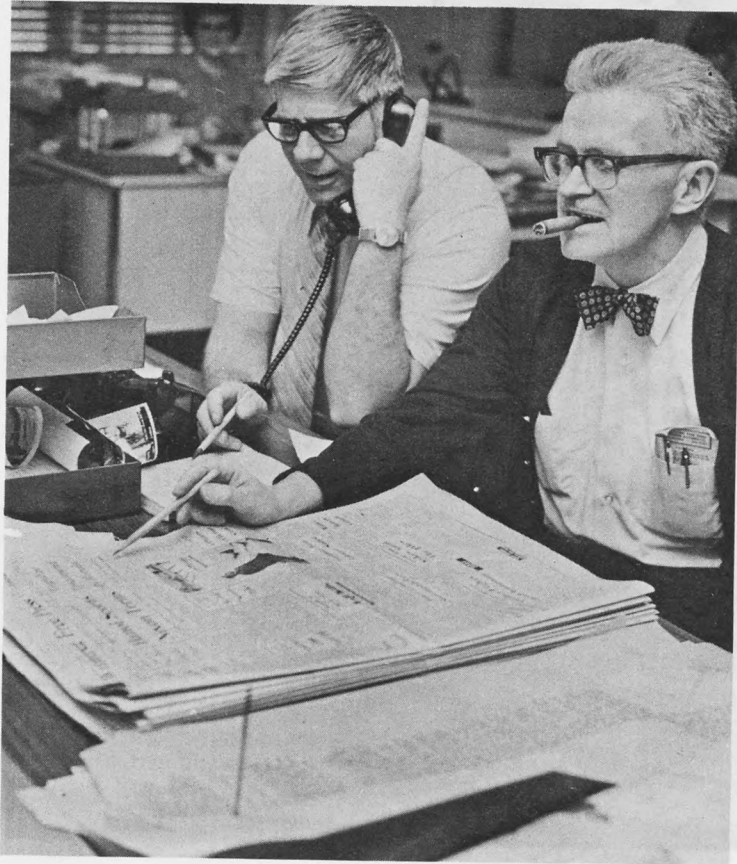
The Free Press is now considered one of the most influential Canadian newspapers, and is quoted all over the world. Its editorial pages enjoy an international reputation for excellence, being one of the papers entirely produced by its own writers and correspondents. Circulation has been a hallmark of the newspaper's progress, and today's daily circulation is over 139,000. The Free Press Weekly report on farming also published by the Free Press has nation wide distribution with a circulation of over 260,000.

A staff of approximately 550 trained personnel is utilized for the comprehensive publication work in the three million dollar office building that houses the newspaper.

The Free Press was first in multi-color advertising in 1936 and made newspaper history with a color newspaper photograph of Their Majesties' Visit to Winnipeg. This was the first time a spot news photograph in full natural color was produced by a daily newspaper.

Free Press publications in Winnipeg consume more than 1,500 tons of newsprint monthly. This newsprint comes in huge rolls which weight about 1,900 pounds and contain five miles of paper.





Every day, thousands of words about what people are doing and thinking pour into the Free Press newsroom, from across the street, from across the city, the province and the nation, from across the continent and the world. To select from this flood of words the news Free Press readers should have, and then to put it into readable shape, is the job of the newsrooms the heart of the newspaper.

The editors in charge of local, national and foreign news and their sub-editors digest and process vast quantities of news. They winnow it down. They have it amplified. They have the gaps filled in. They check and doublecheck. And, all the time, they are racing to meet the deadline — that last possible moment at which news stories can get through the mechanical processes of printing and still allow the newspaper to reach readers' home on time.

● The city editor and his assistant supervise local news coverage.

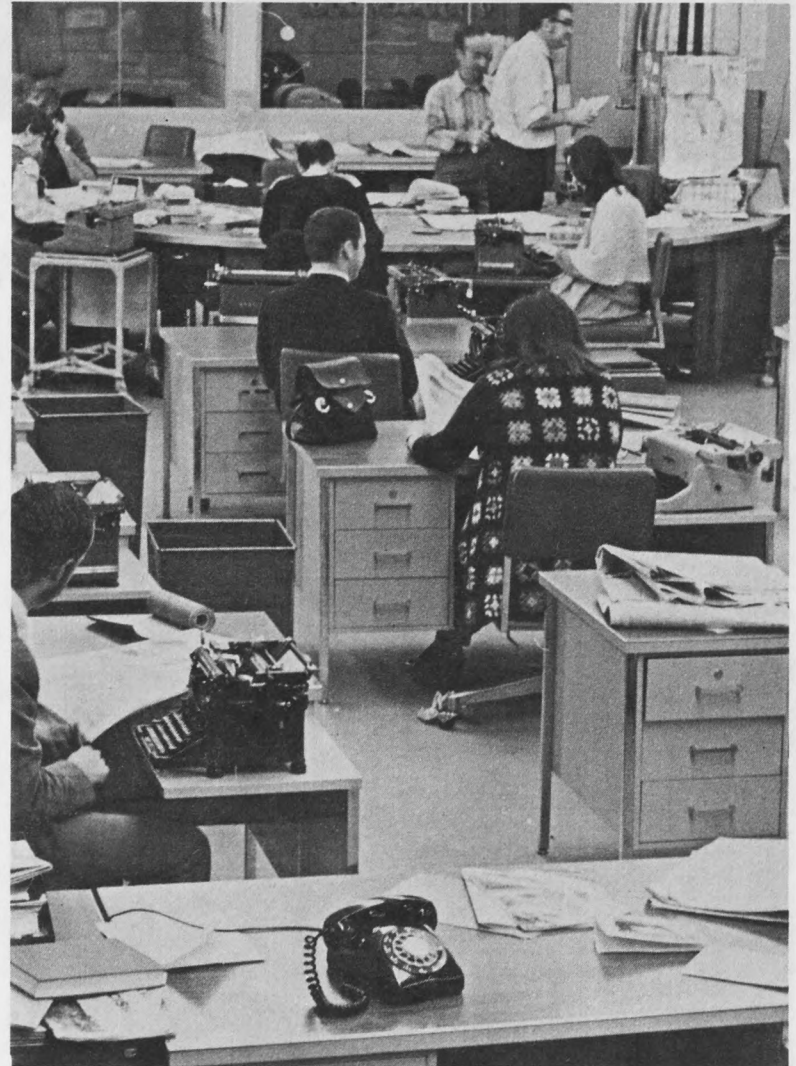
In the newsroom, you see row upon row of desks. It is at these desks that reporters and editors write and process the news and articles you read in the paper.

From one desk, the city editor sends out reporters to cover general news events in Winnipeg. Some reporters cover regular beats — city hall, the legislature, police and the courts, labor and so on. Others interview celebrities, attend conventions, follow up local angles on national or international news stories or cover other activities of every kind and description.

From other desks, the sports editor, the business editor, the women's editor and the provincial editor see to it that their particular fields are covered.

At still other desks are the people who write or edit special parts of the paper — the Radio and TV Guide and the New Leisure section.

Copy editors and reporters at work in newsroom. ●



Covering the news requires work, initiative, writing talent, knowledge and the ability to produce under pressure of a deadline.

Reporters must be prepared for almost anything, from covering a fire to reporting on a medical convention.



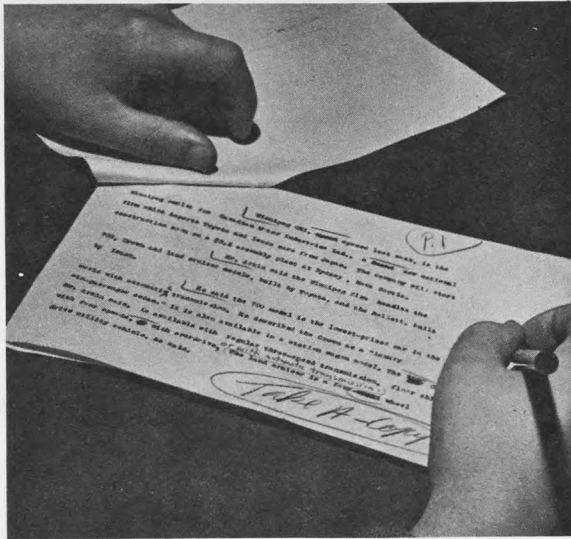
● Interviewing takes a particular kind of talent. A reporter has to know what questions to ask and then how to assemble the answers into a factual, readable account. A first-rate reporter often is able to convey to the reader not only what a person thinks but also something of the person's personality.



● A three-alarm fire finds a reporter at the scene getting the facts.



Reporters sometime phone in their ● stories to newsroom.



A reporter tries to gather all the facts pertinent to his story and puts them down on paper. The story then goes to a copyreader, who acts as a kind of "back-stop." He brings a fresh pair of eyes to bear on the facts, and works with the reporter to turn out the most accurate, precise and complete account possible in the time available.

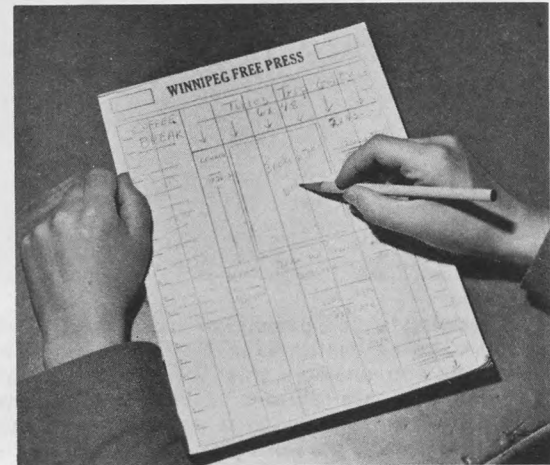
The copyreader writes the headline for the story and marks instructions to the printers about the kind of type to be used and where the story is to be placed in the paper.



- A copy editor checks a story's facts, punctuation and grammar, and writes a headline for it.

- The horseshoe-shaped "rim" where local copy is handled.

- A "dummy" or guide for placing articles and pictures.



WORDS by WIRE 5

Up-to-the-minute national and foreign news is brought into the newsroom by several ultra-modern teletype printers.

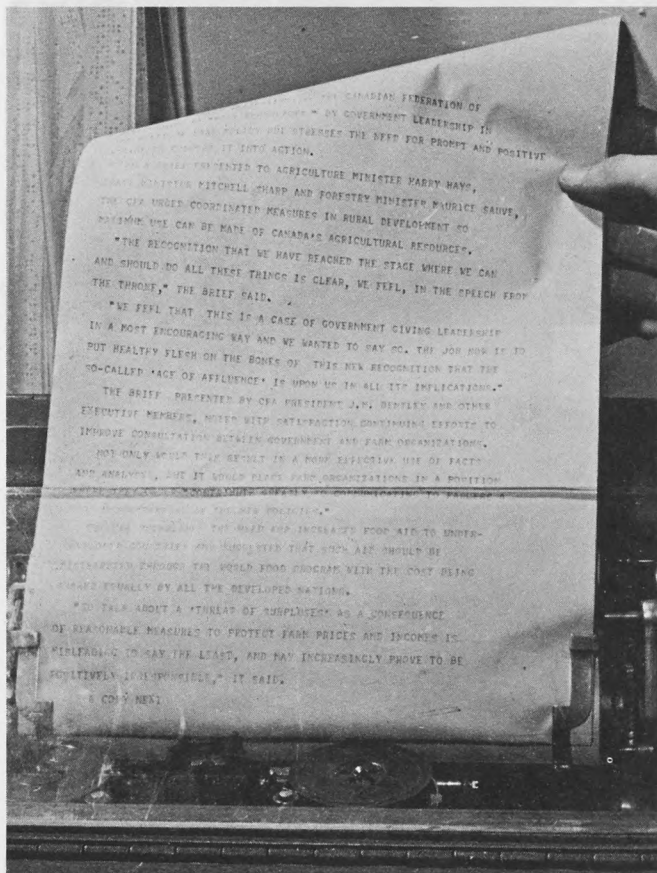
These teletypes, set up in the soundproof, glass-encased rooms directly behind the city, foreign and Canadian news editors, turn out stories at the rate of 66 words a minute.

The Free Press receives the service of the Canadian Press, Associated Press and Reuters, as well as the exclusive-in-Manitoba stories of the Los Angeles Times - Washington Post news service, the London Observer Foreign News Service, plus the London Sunday Times, the Economist and The Guardian of Manchester.

News stories from rural Manitoba and some Saskatchewan and western Ontario towns are sent direct to the Free Press on a private wire teletype printer, via the telegraph lines.

A large portion of the Canadian Press news comes in on special perforated tapes, which are punched out at the same time as the words appear on the adjoining printer. These tapes can then be taken to the linotype machines and set into type, without the intervention of human hand.

Other exclusive stores are wired into the Free Press by staff reporters stationed in Ottawa, Quebec, London and Washington.



6 LIBRARY

Clippings and pictures in the Free Press Library filed by subjects, places and people, provide information on hundreds of events and individuals.

In addition the library collection includes encyclopedias, yearbooks, books on early Manitoba history, government reports and periodicals.

The daily Free Press and the Free Press weekly Report on Farming are on microfilm from the first issue of the weekly Nov. 9, 1872 and of the daily July 6, 1874. As well as the microfilm the bound files have been retained.

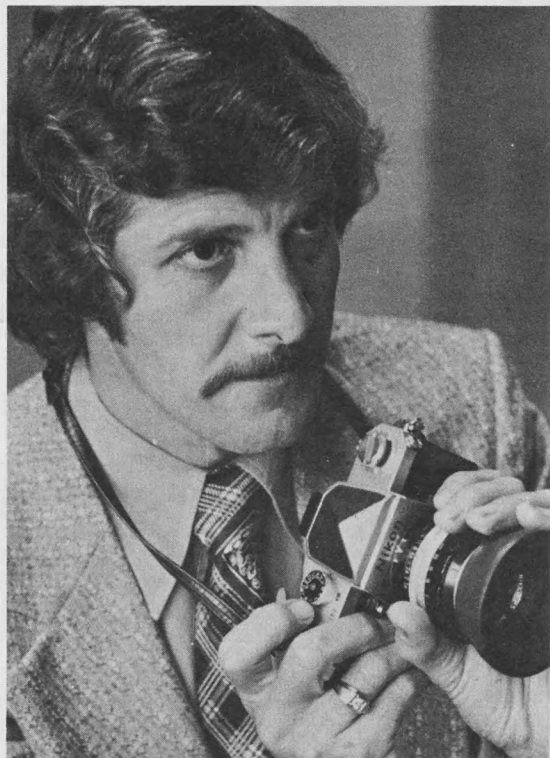
The New York Times on microfilm since 1942 and the index to that paper provide an excellent key to world history.

●
Library staff member at work on the clipping files

Free Press historian does research into the 1950 Flood on ●
the microfilm



PHOTO & EDITORIAL ART 7



● Pictures add impact, drama and realism to articles in The Free Press.

Photographs are an essential part of the Free Press news so members of the five-man photo staff are on call 24 hours a day.

When the picture of a fire or a football game reaches the Free Press office, the negative can be developed, the print made and retouched, and a copy engraved on the Free Press electronic engraving machines, all in just a few minutes.

Part of the work of the four artists on staff is to retouch photographs — bringing out highlights, deepening shadows — so that they will be reproduced more clearly in the paper. In addition, the artists create drawings and special effects for use throughout the paper.



● Artist retouching one of the photographs.

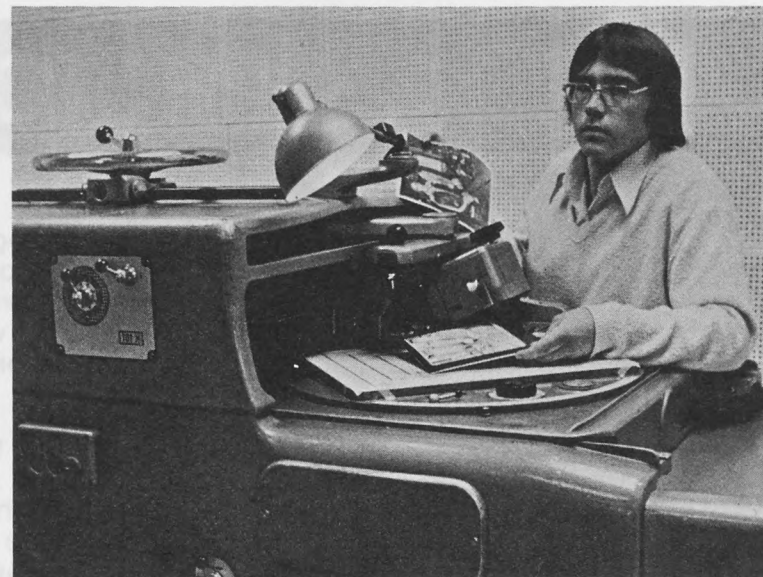
8 ENGRAVING

A unique machine, called a Klischograph, processes all of the photographs for the Free Press news pages. It can reproduce a picture of any size — one only half a column wide to one which extends across the entire eight columns of the paper.

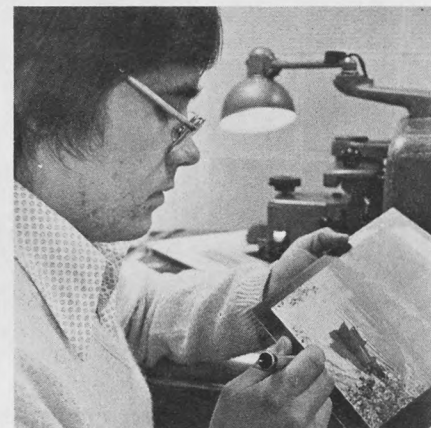
Since the Klischograph needs continual attention, trained men, working in shifts, operate it.

A photograph is placed beneath the machine's photo-electric cells after the operator, using a calculating disc, has computed the size the picture is actually to be in the newspaper. A small picture can be made larger or a large picture smaller in a single operation.

The photo-electric cells transmit "instructions" to a stylus which then engraves the picture on a magnesium plate on the other side of the machine. Then the magnesium is trimmed, mounted on a base and sent to the printers for use in the same manner as type. It takes only about five minutes for the machine to process a picture one column wide.



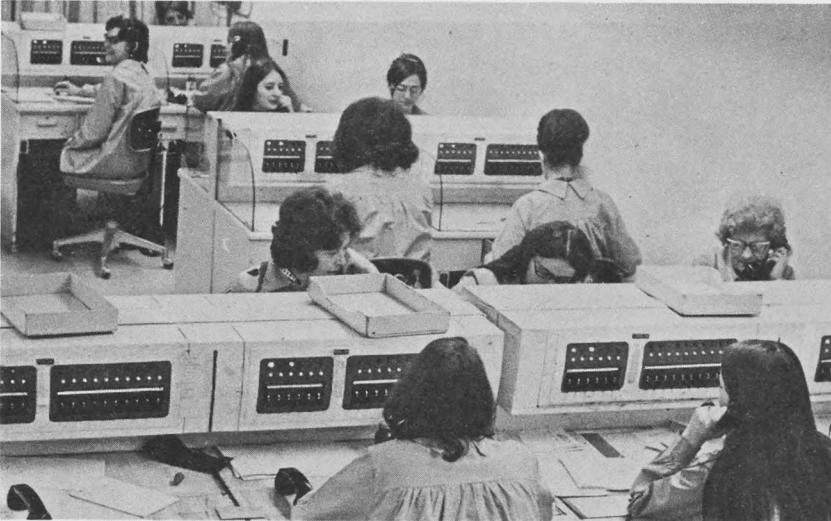
Engraver checking ●
quality of
magnesium plate



ADVERTISING 9



● Want ad takers at the main floor counter answer customers inquiries and process copy brought into the department.



A staff of over 85 is employed to handle the large volume of advertising that appears in the columns of the Winnipeg Free Press and the Report on Farming. Three distinct forms of advertising are used, namely; Retail Display, National Display and Classified.

Retail Advertising Sales Staff, experienced in copywriting and layouts, are assigned to advertisers to prepare or assist in preparation to local display advertisements.

National Advertising, produced by Advertising Agencies, is sent to the newspaper in the form of complete mats, engraved plates, or photographic veloxs.

Orders for the large volume of classified advertising appearing each day are received primarily through the specially built multiple telephone switchboard or over the counter by a large

staff of "Want Ad" takers. With two shifts of 14 people each day, on incoming telephone lines, the Free Press Classified Department is geared to handle thousands of calls each year. Commercial Classified Advertising is sold and serviced by outside staff assigned to districts.

Campaign planning, advertisement design, layout and copy are among the many services available to advertisers through Display advertising department.

Staff members completing layouts, of display advertisings. Layouts serve as a blueprint to compositors, providing them with an exact replica which is then reproduced by photocomposition.

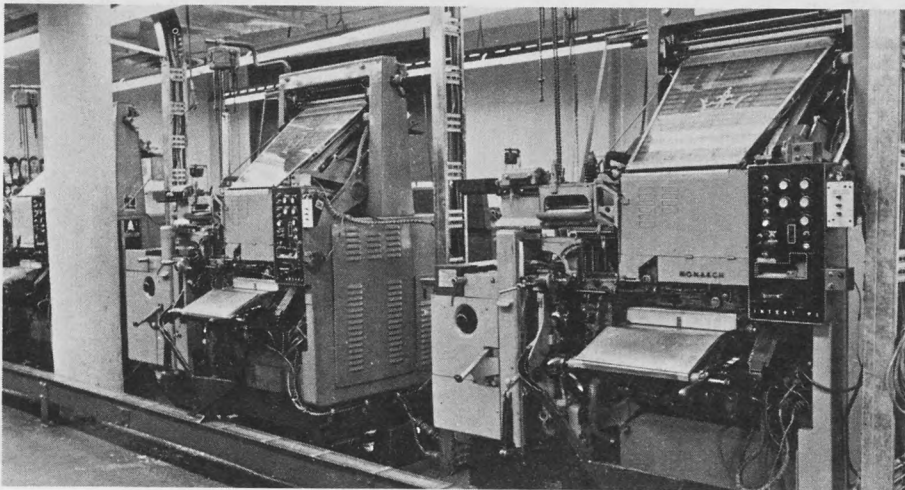
Constant liaison is maintained with national advertisers and retail outlets by both national and local display sales people. Advertising offices are also maintained in large Eastern Canadian centres and the United States.





COMPOSING 10

Copy coming from our various news gathering facilities is converted into type through the process of teletypsetting equipment, situated in the copy control centre. There is a perforated tape made on the teletypesetter machine which is then fed into a computer to be justified into correct line length, type face and hyphenated. The perforated tape that comes out of the computer is fed into a line casting machine (shown lower left) to be cast into a line of type. Larger type is cast on Ludlow machines by hand assembling the various letters of the alphabet.



● Monarch line casting machine

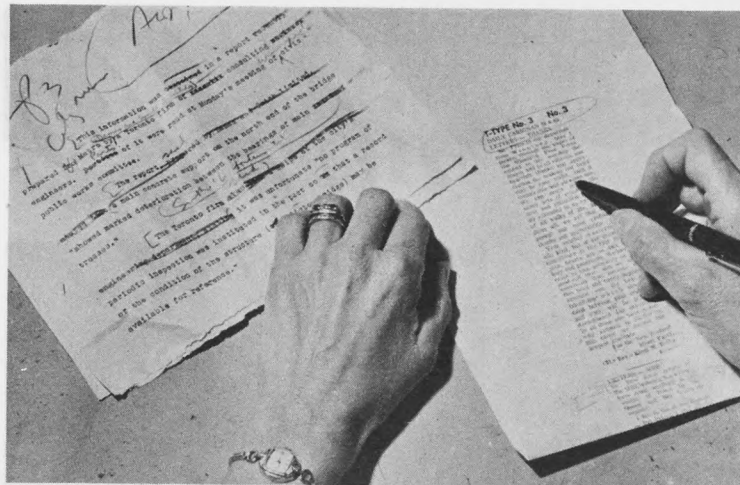
All advertising copy is sent to the copy control centre after being marked up for type sizes and type style required to be processed through the teletypesetter equipment the same way the news copy is processed.

The perforated tape from the computer is then sent through a photo composition machine where the copy is converted onto a sheet of film paper.

The copy is then sent out to be pasted up to conform to the layout of the ad. The completed paste-up is then sent to the engraving room to have an engraving made.



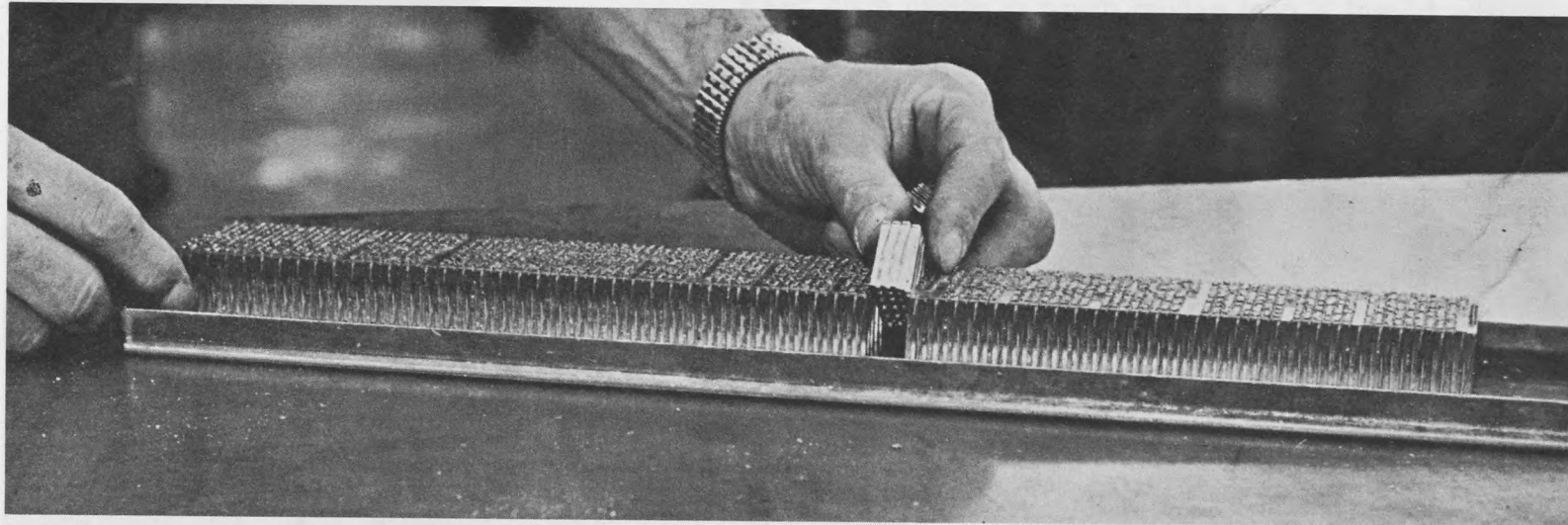
PROOF READING 11



- These proofs are checked for errors and necessary corrections are made before the type is ready to be placed in the page form.

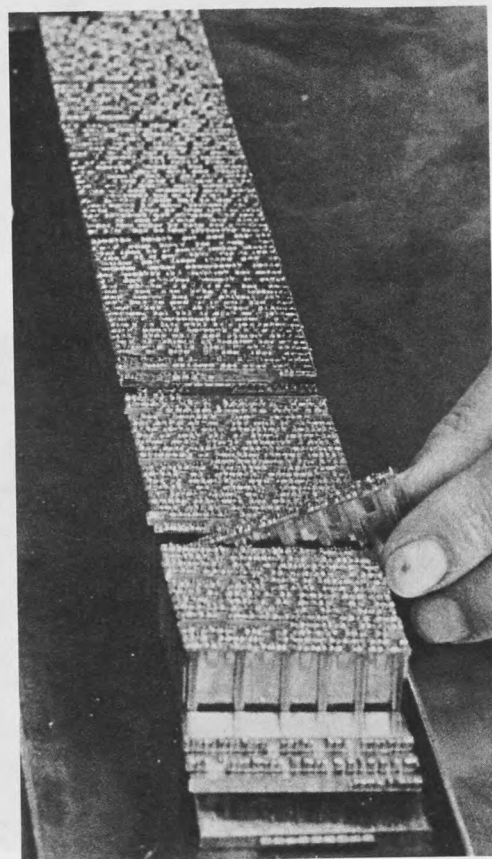
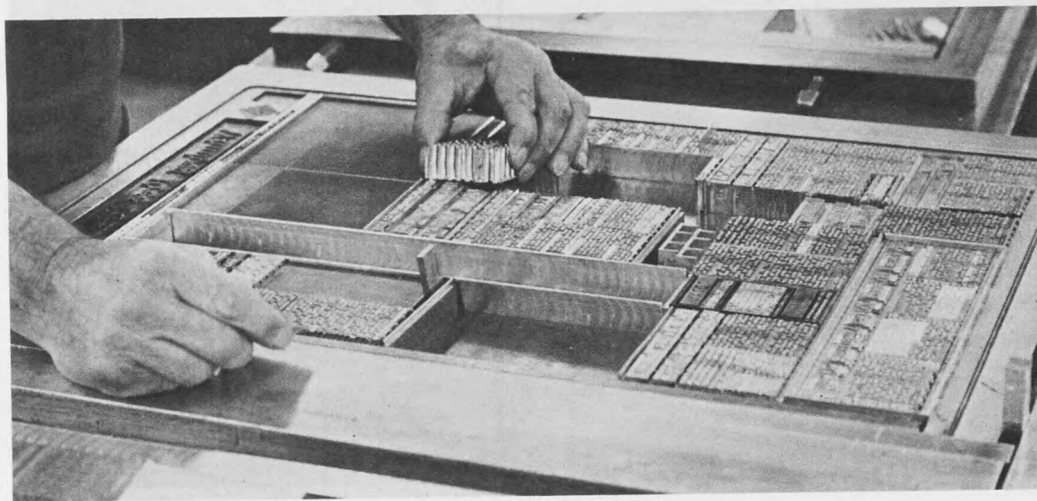
Type of the completed story is placed on a metal tray or "galley." Proofs of the type are then printed.

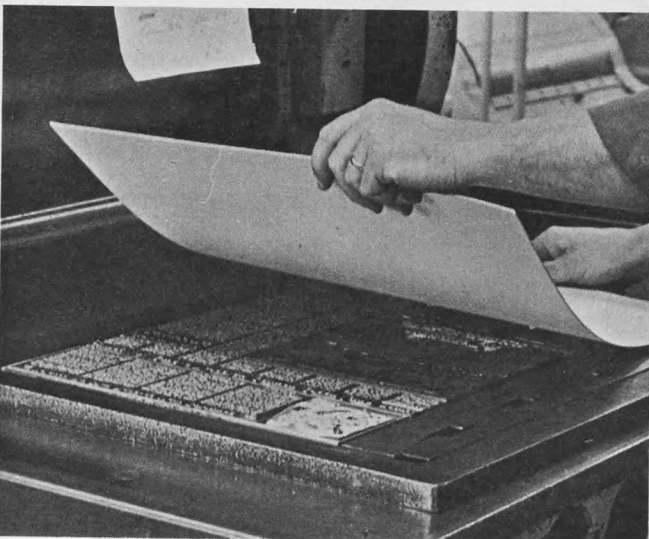
●



12 MAKING up the PAGES

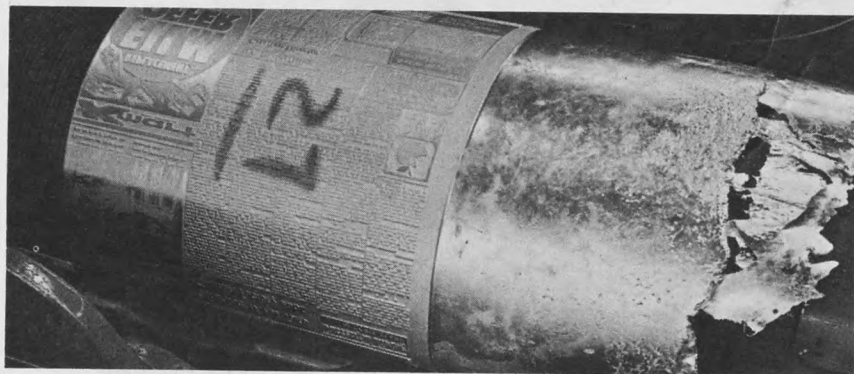
With a "dummy" or picture to guide them, printers assemble type (stores and headlines) and engravings (pictures or drawings) in page-size "chases," which are strong steel frames with screws and wedges for locking all elements into place. If space remains in a column after news, headlines and pictures are placed, printers will even them out by using small two and three-line "filler items" or add thin pieces of led between the lines of the stories. On inside pages, ads are placed in page forms first. Type for ads is set by Linotype and Ludlow machines. Illustrations and type are assembled according to a layout into pre-determined size according to the amount of space bought by the advertiser.



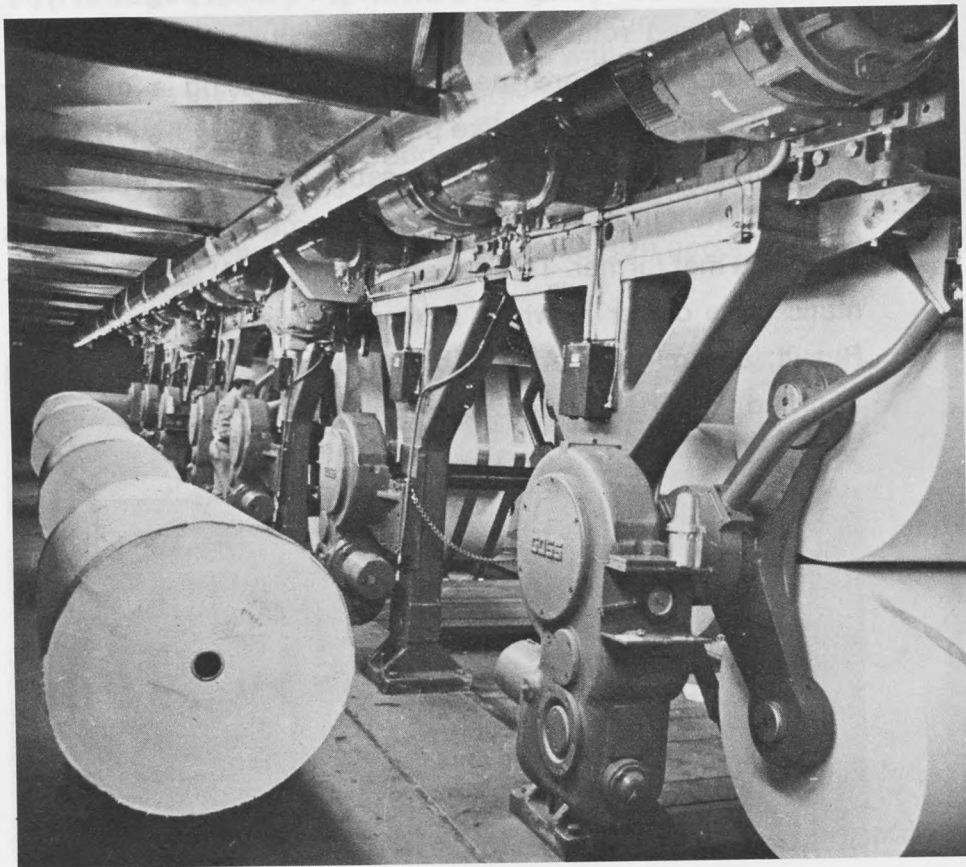


STEREOTYPING 13

The Free Press is not printed directly from flat pages of type. The highspeed rotary presses require curved metal plates. These stereotypes are made by first pressing a matrix or "mat". This moist, blotter-like paper is laid over the type page then rolled under 350 tons of pressure per square inch. Each detail of the type and engravings is forced into it. It is then dried in a mat former. This shapes the mat to fit a curved automatic plate caster in which molten lead is forced against it. Result: a semi-circular cast of the page which, cooled and trimmed is ready for the press.



14 NEWSPRINT



An average of 100 rolls of newsprint is shipped to the Free Press daily from the Pine Falls mills. To produce the daily Free Press and Free Press Weekly Report on farming, approximately 75 tons of newsprint is consumed daily.

In the reel room below the presses are the rolls of newsprint which are moved to the various press units by dollies. Each roll weighs approximately 1,900 pounds and contains more than five miles of paper.

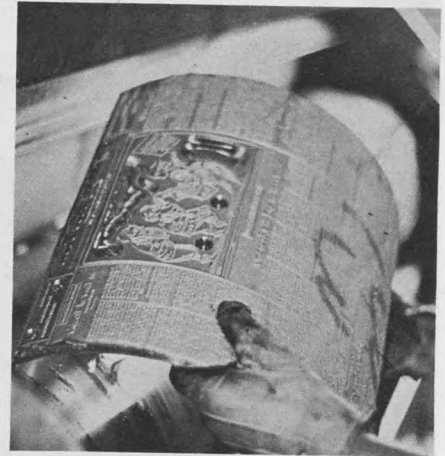
- While high-speed presses whirl, dwindling rolls of newsprint are replaced automatically on seven-spider-like reels below the press, assuring an unbroken flow of paper.

the PRESS 15



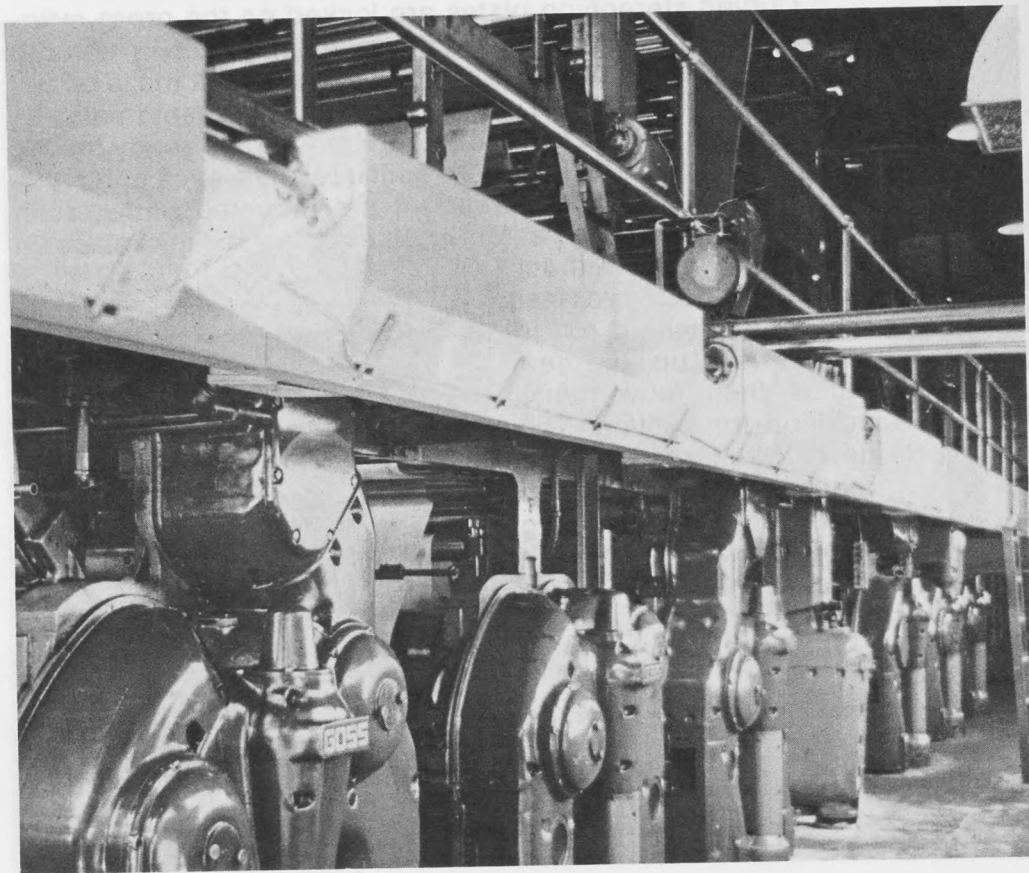
Curved stereotype plates are locked on the press cylinders in their proper place and the giant presses are ready to roll. Endless sheets of newsprint flying through a maze of cylinders and rollers are printed on both sides, automatically gathered, cut into pages and folded into papers ready for the reader. Newspaper presses are built into units, each unit printing 16 pages. Rolls of newsprint are mounted under each press unit. The “flying paster” enables a new roll to replace an exhausted one without slowing the presses. When the running roll is almost used up, the new roll is then moved into position for pasting. The new roll turns until it reaches synchronous speed of the running sheet and at this time the splice is made.

● Press man checking paper.



● The last page is locked on the cylinder and the press is ready to roll.

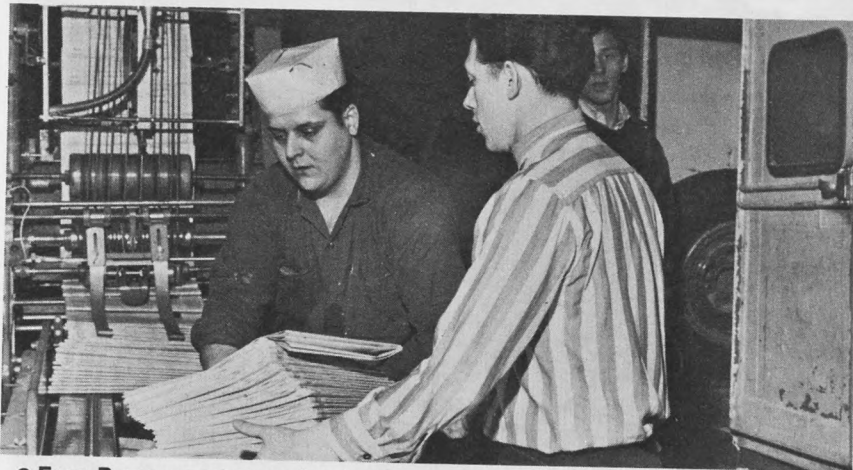
16 HIGH SPEED GOSS



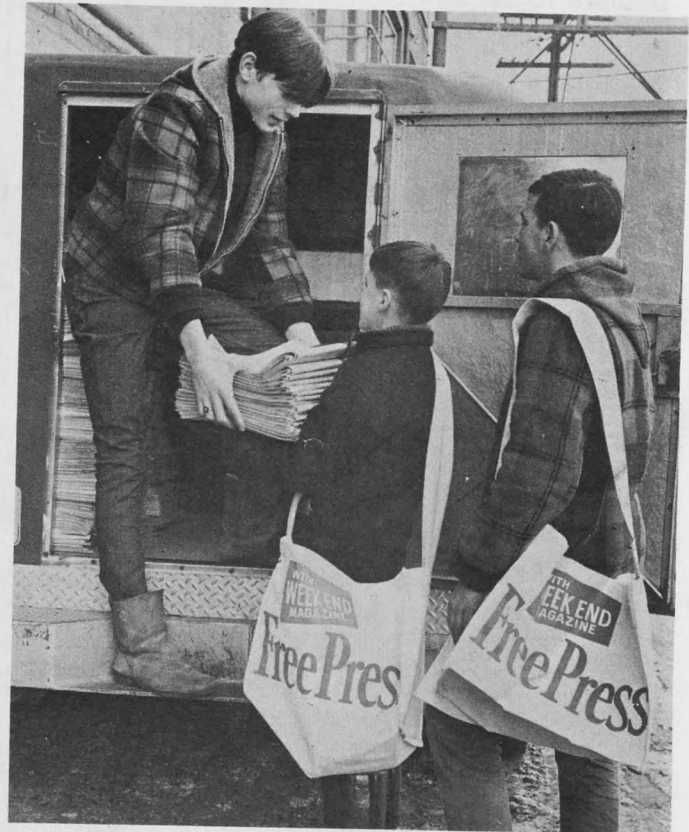
To cope with the great growth of the Free Press and the Free Press Weekly, the Free Press in 1966 put in an additional press facility of the most modern design and manufacture available. This expansion involved erection of an addition on the north side of the existing building to house the new seven unit Goss press. The outstanding feature of this new high speed press — which has a top speed of 60,000 papers an hour — has the special facilities embraced in its design for reproduction of color pictures and advertisements. There are special cylinders for color plates on a number of the units, in addition to special color printing facilities above two of the units.

CIRCULATION 17

The daily average distribution of over 139,000 copies of the Free Press is divided into two classifications: city circulation (108,000) and country circulation (31,000). The city circulation includes (a) city-wide organization of 2,000 carriers in Winnipeg, divided into 31 districts each with its own district Manager. Papers are distributed by a fleet of 30 trucks and numerous cars. (b) Street sale organization under a sepa-



● Free Press papers are loaded loose into the waiting trucks for city distribution.



● City carrier boys receiving papers

rate supervisor to keep the news vendors at the street corners throughout the city supplied with sufficient papers. (c) A news dealers organization throughout the city's stores and hotels. Country circulation includes over 1,000 carriers and over 500 dealers to service country subscribers in Manitoba,

Saskatchewan, and North Western Ontario. The Free Press is also sent to all parts of the world. To ensure that the subscriber receive the Free Press as soon as possible after the publication, every means of transportation is used including train, truck, bus and aeroplane.

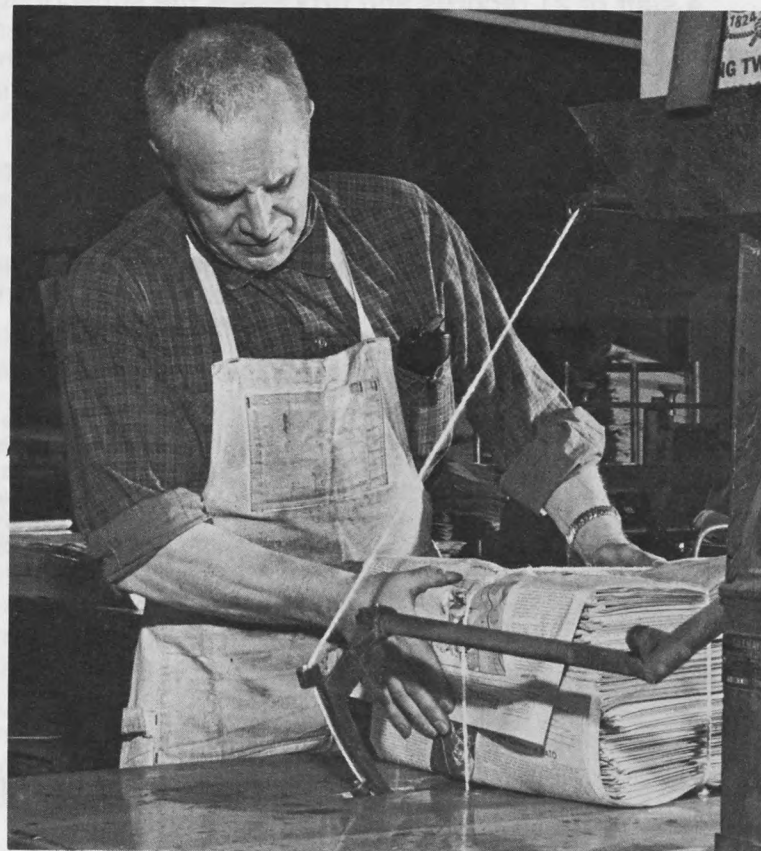


● Nerve centre of circulation department.

The mailing room is responsible for the dispatch of the daily papers to dealers and individual carriers in Manitoba points outside Winnipeg and North-Western Ontario, as well as individual mail subscriptions. The mailing room is also responsible for the handling of 260,000 subscription distribution of the Free Press Weekly Report on Farming each week. The Weekly is printed on the Scott press and delivered to the mailing room where the copies are fed through three high speed Cheshire mailing machines, each capable of individually labelling 12,000 papers an hour. The lists for these machines are prepared by the Weekly circulation department.



MAILING ROOM 18



19 MAILING LISTS

A staff of 21 records and processes the subscriptions for the Free Press Weekly, in addition to the 1,500 Free Press Mail subscriptions. Each subscription is recorded on a permanent address plate which is used each week to imprint the subscriber's address.

These plates are filed by the subscriber's name in post offices and provinces. Each week over 250,000 plates are run through listing machines to produce the mail lists that are used to address copies of the Free Press Weekly Report on Farming as soon as they come off the press. More than 135,000 subscription orders are received each year.



Plate file cabinets ●
required to house the
250,000 address plates of
Free Press Weekly
Report on Farming
subscribers.

● Mailing list being run off
from plates.



the FINAL LINK 20



Publishing a newspaper is a complicated process involving hundreds of individual skills. But despite the mechanical advances made in the newspaper industry through the years, the subscribers are linked to a paper by a much more personal factor, the carrier. If a reporter may be referred to as the heart of the newsroom then the carrier is certainly the lifeline of the circulation department.

The 3,000 Free Press carriers in the cities and rural areas of Manitoba are the ones who meet the public face to face. They are the business men of tomorrow, the unofficial public relations men for a newspaper.

These young boys and girls often save for higher education through money earned on their paper routes. Over the years many of them have risen to high positions in many occupations across Canada.

The Free Press encourages these valuable young people through incentive awards. There are awards for outstanding service such as engraved watches and special prizes for increase of sales. But the "bonus" most eagerly vied for spots on trips each year given outstanding carriers by the Free Press.

These carefully supervised journeys have gone to such places as Disneyland, New York City, Chicago, Montreal, and the famous Grey Cup football game.

Your Free Press carrier is a young citizen who is learning while he is earning. A newspaper can only be good when it has the assistance of the carriers who create the vital final link.

21 ACCOUNTING

This department comprises 30 employees. Its function is to periodically report to Management on the financial condition of the Company. All customers accounts for advertising and newspapers are sent from this department with the added responsibility of their collection. In addition to hundreds of regular monthly accounts, there is a daily average of approximately 450 invoices for casual want ad advertisers. All incoming and outgoing mail of the com-

pany is handled here. The mail section receives 2,000 to 3,500 letters each day, including a considerable volume of replies to box numbers.

The payroll for the entire company is also one of its important duties. There are approximately 550 employees on regular staff with an additional 175 who are on a part time basis.



SERVING the COMMUNITY 22



● St. Edward's School safety patrol is one of the best in Winnipeg.

The Free Press sponsors and helps promote many worthwhile events. For more than 30 years Winnipeg School Patrols have been one of the Free Press's major community efforts and during that time the number of so-called Junior Policemen have grown in numbers from 600 to over 2,000 representing more than 154 schools in Winnipeg.

23 PROMOTION

Jumble, a fascinating word game contest has been a feature in the Free Press since 1954, more than 10,000 subscribers enter this challenging contest every week. To make the contest more interesting, \$150.00 in cash prizes is given weekly.

Realizing the value of a recreational, competitive sport, The Free Press sponsors curling at the Championship level as well as the recreational level. Trophies are given for:

The Manitoba High School Championship

The Manitoba Bonspiel

The Inter Club Championship



● Manitoba High School Curling Championship winners



● Inter-Club curling champions



● One hundred players representing 25 schools participate in the Free Press Junior Chess tournament during Christmas holidays

For the students beside curling the Free Press sponsors, The Winnipeg High School Chess Championships during the Christmas Holidays. Little league baseball as well as lacrosse and golf are other sports in which the Free Press is involved.



● Winners of Winnipeg Champions, Little Canadian Baseball Association

Free Press carrier promotion is second to none. Prizes and trips are high-lighted each year. Last year more than 1000 carriers won educational and fun trips to Dryden, Falcon Lake, Kenora, Fargo, Toronto, Vancouver, Minneapolis, Disneyland and Hawaii.



● Free Press supervisors and carriers check the globe before taking off on a trip to Hawaii.



● Happy carrier trip-winners on way to Minneapolis to see a National Hockey League game.



● Six carriers anxiously await take-off by air for Toronto to see the Grey Cup football final.

